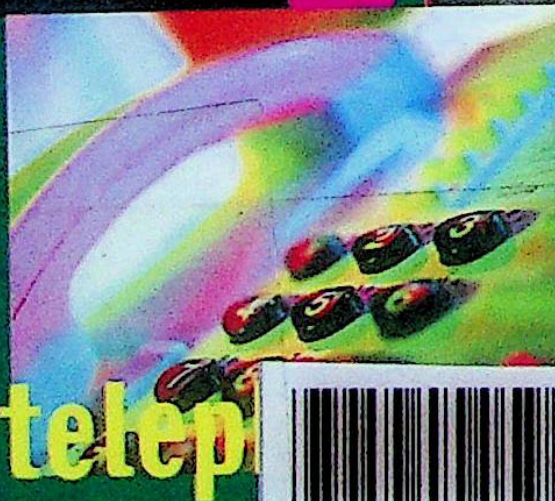
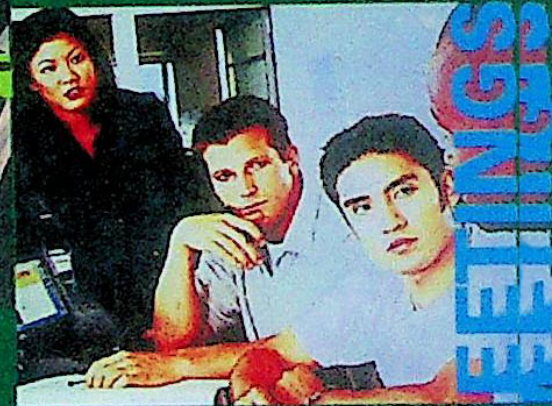
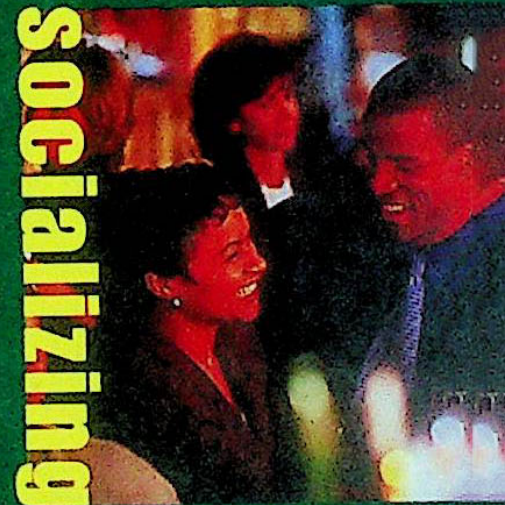
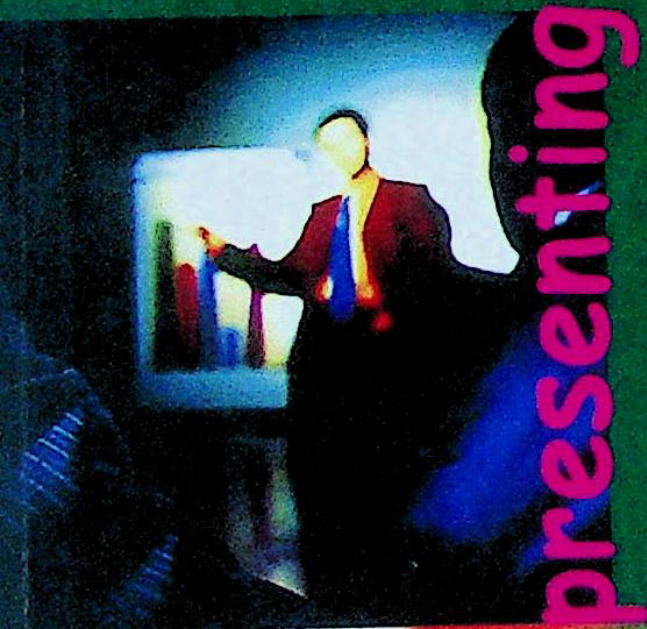


Tiếng Anh trong Giao tiếp Thương mại

Communicating in Business

A short course for
Business English Students



Simon Sweeney

Dịch và chú giải

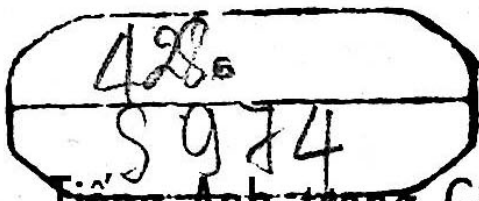
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NHÀ XUẤT BẢN THÀNH PHỐ HỒ CHÍ MINH



Tiếng Anh trong Giao tiếp Thương mại

Communicating in Business

A short course for Business English Students:
Cultural diversity and socializing, Using the telephone,
Presentations, Meetings and Negotiations

Simon Sweeney

Dịch và chú giải

Lê Huy Lâm

Phạm Văn Thuận



NHÀ XUẤT BẢN THÀNH PHỐ HỒ CHÍ MINH

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Introduction

Communicating in Business is based on the same core content as *English for Business Communication*. The main difference is that *Communicating in Business* uses American English as its model whereas *English for Business Communication* uses British English.

Communicating in Business is a short course with two key objectives:

- to develop your technique in five key areas of communication: socializing, using the telephone, presenting information, participating in meetings and negotiations
- to develop your knowledge of the language used in these key areas.

The course is concerned with improving your listening and speaking skills. There is a lot of opportunity to practice understanding from the recorded material. It is important that you try to understand the key message of the extracts, not every word you hear. Similarly, there are several reading texts where again you should try to understand the key messages, not necessarily every word on the page.

There are very many opportunities for discussion and plenty of role plays. The discussion is partly designed to get you to think about what makes communication effective. The practice material and the role plays lead to a Transfer exercise. This is a chance to connect what you have studied with your own daily experience, either as a student or as a professional working in business. The skills learned from this course are useful for those preparing to start work and for those already in work.

As you use the course, practice as much as you can and prepare for meetings, presentations or telephone calls by using the Checklists at the end of each unit. Always refer to these when preparing a communication task. Try to develop the habit of good preparation. Try also to develop the habit of self-assessment to help you to see where improvements can be made. Your teacher will help you with this.

Enjoy the course!

Simon Sweeney

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